

Academic Year: (2022 / 2023)

Review date: 06/07/2022 13:44:14

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: ARMENTEROS GALLARDO, MANUEL

Type: Electives ECTS Credits : 3.0

Year : Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

It is required:

- Basic knowledge of camera exposure and camera parts and functions

It is recommended:

- Own DSLR camera with different focal lengths
- Lightroom Software

OBJECTIVES

1. The student will acquire theoretical-practical knowledge about the technologies and techniques used in the process of creation and editing of digital photographs.
2. The student will acquire theoretical-practical knowledge to photograph using different photography genres and styles.

COMPETENCES

1. Capabilities and skills using the camera, lights and editing tools throughout the digital photographic process.
2. Ability to distinguish the technical requirements and operations used during the process of photographing with a specific composition and style.
3. Ability to work with different photographic genres.

DESCRIPTION OF CONTENTS: PROGRAMME

I. THE EQUIPMENT

The standard and the additional equipment according to the needs and budget: macro, stereoscopic 3D, etc.. Influence of technology on the aesthetic and visual representation.

II. EXPOSURE

Review of the exposure control and impact on the aesthetic of the image.
Exposure exercises.

III. LIGHTING

Nature of Light and the photography lighting equipment. Techniques and styles of indoor and outdoor lighting.
Lighting exercises.

IV. COMPOSITION

Composition rules. Composition Exercises.

IV. EDITING AND PUBLISHING

Photo editing and retouching tools. Publishing tools and tips to publish photos.

Image editing, photo retouching and publishing exercises.

This course includes three and a half additional hours in audiovisual laboratory workshops.

Workshop: Studio Flash Lighting

Goals:

Understanding how flash lighting equipment and develop skills that allow the creative use of this kind of lighting.

Summary:

Workshop that consists of carrying out a practice, (portrait or product). The practice will be inspired by a reference photograph of some author or advertising campaign. Despite it's an individual work, a group of up to three students is allowed to share equipment and project.

LEARNING ACTIVITIES AND METHODOLOGY

1. Theoretical lessons

Basic theoretical notions about the art and practice of photography and its various forms of expression. Skills 1 and 2 (0.75 ECTS).

2. Practical sessions

Photography Workshop. Perform of digital photographic exercises. Skills 1 y 2 (0,75 ECTS).

3. Student work

Study of teoric and practic contents and realization of a photographic practice. Skill 4 (1,5 ECTS).

ASSESSMENT SYSTEM

% end-of-term-examination/test:	40
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% of continuous assessment (assignments, laboratory, practicals...):	60
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Continuous assessment system based on the development and delivery of work in due time and form, as well as class participation and assessment exercises given by the teacher (up to 60% of final mark). Those students who have not been eligible for continuous evaluation system will have the right to the final exam or to the examination of the extraordinary exam if necessary.

Practice: up to 60% of the total grade.

The student's active participation in the practical and theoretical classes will be assessed for the purpose of improving the overall grade.

- Lectures

Lectures to acquire basic knowledge about technology and art of the photographic image (1 ECTS).

- Practical classes

Resolution of case studies applying theoretical concepts. Face the challenges of photography technology. (1 ECTS).

- Student Work

Individual practices about different topics covered in the programme, and one practice about a free topic, including the public presentation of the work. (1 ECTS).

BASIC BIBLIOGRAPHY

- Langford, M. Basic Photography (7th ed.), Elsevier/Focal Press. , 2000

ADDITIONAL BIBLIOGRAPHY

- Brown, Blain Motion Picture and Video Lighting, Elsevier/Focal Press, 2008

BASIC ELECTRONIC RESOURCES

- Armenteros, M. . Composición Digital: <http://hdl.handle.net/10016/12925>

- Armenteros, M. & Cuevas, J. . La película cinematográfica: <http://hdl.handle.net/10016/12932>